

Message Text

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43

ACTION CU-04

INFO OCT-01 EUR-06 ISO-00 /011 W
----- 082977

R 011500Z MAR 74
FM AMEMBASSY MADRID
TO SECSTATE WASHDC 8262

UNCLAS SECTION 1 OF 2 MADRID 1344

FOLLOWING REPEATED FOR ATTN OF CU/STRAUS-HOLLY.

R 280920Z FEB 74
FM AMEMBASSY MADRID
TO USIA WAUHDC 2066

UNCLAS SECTION 1 OF 2 MADRID 1344

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FOR IWE

E.O. 11652 N/A

SUBJECT: SPANISH CULTURAL JOURNALISTS TOUR OF ARTS IN AMERICA

INSPIRED BY SUCCESS OF SPANISH JOURNALISTS TOUR OF U.S.
SOCIAL PROBLEMS, POST PROPOSES CARRY OUT SPANISH CULTURAL
JOURNALISTS TOUR OF ARTS IN AMERICA, WITH COOPERATION IWE,
CU AND FOREIGN PRESS CENTER, BEFORE END FY-1974. PROPOSAL
FOLLOWS:

1. CONCEPT AND OBJECTIVE: INTERNATIONAL EDITION NEWSWEEK
RECENTLY PUBLISHED THREE-PART SERIES ARTICLES ENTITLED
"THE ARTS IN AMERICA." IN INTRODUCTION TO SERIES,
NEWSWEEK SAID: "THE UNITED STATES IS EXPERIENCING THE
GREATEST ORGY OF CULTURAL ACHIEVEMENT IN ALL OF HISTORY --
A DAZZLING AND BEWILDERING MANIFESTATION OF ARTISTIC
ACHIEVEMENT THAT DRAMATIZES AS NEVER BEFORE BOTH THE
PROBLEMS AND THE POSSIBILITIES THAT ART POSES FOR MANKIND."

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BOTH THE CURRENT OUTBURST OF CULTURAL ACHIEVEMENT AND

SIGNIFICANT U.S. CULTURAL CONTRIBUTIONS OF PAST HAVE GENERALLY ESCAPED AWARENESS AND ADMIRATION OF SPANIARDS. SPANIARDS STILL TEND TO VIEW U.S. AS CULTURALLY BARREN SOCIETY OBSESSED WITH MATERIALISM AND GENERALLY DEVOID OF SPIRITUAL VALUES. THEIR CULTURAL ADMIRATION IS MOST OFTEN RESERVED FOR FRANCE, TO SOME DEGREE FOR GERMANY AND GREAT BRITAIN, AND PREDOMINANTLY FOR THEIR OWN RICH HERITAGE. THESE ATTITUDES REVEALED FREQUENTLY IN CONVERSATIONS, LECTURES, BOOKS, AND MAGAZINE AND NEWSPAPER ARTICLES. THEY HAVE UNDERLYING POLITICAL SIGNIFICANCE TO EXTENT THAT SPANIARDS ARE INCLINED TO HAVE INFLATED VIEW OF THEIR OWN CULTURAL SOPHISTICATION AND CANNOT SEE THEMSELVES AS HAVING MUCH IN COMMON WITH WHAT THEY MAY CONSIDER CULTURALLY DEPRIVED NATION NOTWITHSTANDING ITS ECONOMIC AND MILITARY POWER. OBJECTIVE OF THIS TOUR WOULD BE TO EXPOSE SPANIARDS TO AMERICA'S CULTURAL ACHIEVEMENTS -- PAST AND PRESENT -- TO CORRECT THEIR IGNORANCE AND START BUILDING TOWARD BROADER UNDERSTANDING AND ADMIRATION OF THIS VITAL ASPECT OF U.S. SOCIETY. CULTURAL ACHIEVEMENT IS DEFINED TO INCLUDE AMERICAN APPRECIATION OF CULTURAL ACHIEVEMENTS OF OTHER COUNTRIES AS EVIDENCED BY ARTISTIC WORKS IN LEADING MUSEUMS, COMPOSITIONS PERFORMED BY SYMPHONY ORCHESTRAS, PLAYS PRODUCED ON BROADWAY AND ELSEWHERE, ETC.

2. PROJECT: SEND UP TO SIX LEADING SPANISH CULTURAL WRITERS AND CRITICS WHO HAVE OUTLETS IN THE COUNTRY'S MOST INFLUENTIAL NEWSPAPERS AND MAGAZINES TO U.S. FOR 21-DAY TOUR OF THE ARTS IN AMERICA, EXPOSING THEM TO BOTH PAST AND PRESENT CULTURAL ACHIEVEMENTS IN THE PLASTIC ARTS, ARCHITECTURE, MUSIC, DANCE, THEATER, FILMS, AND LITERATURE BY MEANS OF VISITING ART GALLERIES AND MUSEUMS, UNIVERSITIES, ATTENDING PERFORMANCES, INTERVIEWING OUTSTANDING FIGURES IN ARTS, TOURING CULTURAL CENTERS, VISITING ARCHITECTURAL MASTERPIECES AND LEARNING WHAT GOVERNMENT AND BUSINESS ARE DOING TO STIMULATE ARTS.

3. COST: DOMESTIC TRAVEL AND PER DIEM U.S. TO BE FUNDED FROM GOE AT APPROXIMATE COST OF \$8000 AND INTERNATIONAL UNCLASSIFIED

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TRAVEL ROUND-TRIP MADRID-NEW YORK FUNDED FROM CU BUDGET AT APPROXIMATE COST OF \$2,000. DOMESTIC TRAVEL AND PER DIEM COSTS U.S. ESTIMATED TO INCLUDE ESCORT-INTERPRETER.

4. TRAVEL DATES: AT AGENCY'S CONVENIENCE BEFORE END FY-74 AND SUMMER HIATUS IN ARTS, THEATER, MUSIC, ETC.

5. AGENCY ACTION REQUESTED: ASSIGN THROUGH FOREIGN

PRESS CENTER CULTURALLY KNOWLEDGEABLE, SPANISH-SPEAKING OFFICER TO ORGANIZE PROGRAM AND SERVE AS ESCORT-INTERPRETER AS HOYT WARE DID SO SUPERBLY FOR SOCIAL PROBLEMS PROJECT AND WORK OUT NECESSARY INTERNATIONAL TRAVEL ARRANGEMENTS WITH CU.

6. SUGGESTED ITINERARY AND PROGRAM: AS WITH SOCIAL PROBLEMS PROJECT, POST BELIEVES IT WILL BE NECESSARY FOR AGENCY-ASSIGNED OFFICER AND FOREIGN PRESS CENTER ORGANIZE DEFINITIVE ITINERARY AND PROGRAM IN ACCORDANCE WITH AFOREMENTIONED OBJECTIVES, BEARING IN MIND EXPECTATION IS NOT PRINCIPALLY TO INFLUENCE PARTICIPANTS BUT INSPIRE THEM TO WRITE OBJECTIVELY BUT FAVORABLY ABOUT THEIR EXPERIENCES TO REACH A LARGE AND IMPORTANT NATIONAL AUDIENCE. POST REALIZES THAT ORGANIZATION OF SUCH A PROGRAM WILL BE EXTREMELY DIFFICULT BECAUSE OF DIVERSITY AND RELATED NATURE OF ARTS, OR SUB-TOPICS, INVOLVED UNDER BROAD CULTURAL OBJECTIVE. LISTED BELOW ARE SOME SUGGESTIONS, MANY OF WHICH WERE TAKEN FROM NEWSWEEK ARTICLES AND MAY BE USEFUL IN DRAWING UP PROGRAM. THESE SUGGESTIONS SEEM RATHER COMPREHENSIVE CONCERNING CONTEMPORARY CULTURAL SCENE BUT PROBABLY DO NOT ADEQUATELY COVER PAST CULTURAL ACHIEVEMENTS.

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ACTION CU-04

INFO OCT-01 EUR-06 ISO-00 /011 W
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R 011500Z MAR 74
FM AMEMBASSY MADRID
TO SECSTATE WASHDC 8263

UNCLAS SECTION 2 OF 2 MADRID 1344

FOLLOWING REPEATED FOR ATTN OF CU/STRAUS-HOLLY:

R 280920Z FEB 74
FM AMEMBASSY MADRID
TO USIA WASHDC 2067

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7. ITINERARY AND PROGRAM IDEAS:

A. NEW YORK: MUSEUM OF MODERN ART;
METROPOLITAN MUSEUM OF ART; GUGGENHEIM MUSEUM, ETC.;
INTERVIEWS WITH ARTISTS, DEALERS, CRITICS; SEAGRAM
BUILDING; EMPIRE STATE BUILDING; WORLD TRADE CENTER;
ETC.; NEW YORK PHILHARMONIC; METROPOLITAN OPERA;
N.Y. CITY OPERA; MUSICAL COMEDY: "A LITTLE NIGHT MUSIC,"
"PIPPIN", ETC.; MARTHA GRAHAM, AGNES DE
MILLE, GEORGE BALANCHINE, N.Y. CITY BALLET; JOFFREY
BALLET; ALVIN AILEY; MERCE CUNNINGHAM; ALWIN NIKOLAIS,
ETC.; N.Y. JAZZ REPERTORY CO., CECIL TAYLOR PROGRAM
(JASS), ETC; DAVID MERRICK; HAROLD PRINCE; JOSEPH
PAPP AND N.Y. SHAKESPEARE FESTIVAL; NEW PHOENIX
REPERTORY CO.; AMERICAN PLACE THEATER; CIRCLE IN
SQUARE THEATER, N.Y. CITY CENTER ACTING CO.; N.Y.
NEGRO ENSEMBLE; TOUR OF LINCOLN CENTER; PERFORMANCES
OF "MOON FOR MISBEGOTTEN," AND "ICE MAN COMETH"
AND/OR OTHERS; PUBLISHERS HARPER AND ROW, FARAR, STRAUS
AND GIRAUX; INTERVIEWS WITH LEADING WRITERS, CRITICS.
B. CHICAGO: CHICAGO MUSEUM OF ART; CHICAGO SYMPHONY;
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LYRIC OPERA OF CHICAGO; SEARS TOWER BY KHAN AND GRAHAM;
OTHERS AS APPROPRIATE AND AVAILABLE.
C. LOS ANGELES: LOS ANGELES COUNTY ART MUSEUM;
HOLLYWOOD STUDIO AND PERSONALITIES TO DISCUSS FILMS TODAY;
LOS ANGELES PHILHARMONIC; MARK TAPER FORUM PERFORMANCE;
TOUR OF L.A. CULTURAL CENTER; VISIT TO USC OR UCLA
SCHOOLS OF ART, MUSIC, MOTION PICTURES, ETC.
D. SAN FRANCISCO/OAKLAND: SAN FRANCISCO SYMPHONY; NKVQXU
FR'
&FJAKFAGJXKNOWWML
SLKGR
ZTUEEITDROKANQEQDMUSEUM
OF CONCEPTUAL ART; SAN FRANCISCO MUSEUM: UNDERGROUND
MUSEUM BY RUDOLPH AND ROCHE IN OAKLAND; HYATT REGENCY
HOTEL IN S.F., ETC.
E. MINNEAPOLIS: TYRONE GUTHRIE THEATER; MINNEAPOLIS
SYMPHONY ORCHESTRA, ETC.
F. SALT LAKE CITY: BALLET WEST; UTAH REPERTORY
DANCE THEATER; UTAH SYMPHONY; ETC.
G. WASHINGTON, D.C.: TOUR AND PERFORMANCES AT
KENNEDY CENTER; ARENA THEATER PERFORMANCE AND INTERVIEWS;
NATIONAL SYMPHONY ORCHESTRA; AMERICAN FILM INSTITUTE
(GEORGE STEVENS); NATIONAL ENDOWMENT FOR ARTS; MOTION
PICTURE ASSOCIATION OF AMERICA; NATIONAL ART GALLERY;
PHILLIPS GALLERY, ETC.

H. IN ADDITION TO ABOVE SUGGESTIONS, NEWSWEEK ARTICLES MENTION NAMES OF MANY COMPOSERS, CONDUCTORS, PAINTERS, DIRECTORS, WRITERS, ARCHITECTS, ETC., THAT MAY BE DRAWN FROM TO PUT TOGETHER A LIST OF CULTURAL PERSONALITIES TO INTERVIEW TO CONVEY PERSONALIZED VIEWS OF THEIR WORKS AND CONTEMPORARY DEVELOPMENTS IN THEIR RESPECTIVE FIELDS.

8. ALTHOUGH POST CITES RECENT NEWSWEEK ARTICLE IN SUBSTANTIATING THE CASE FOR KNOWING BETTER THE CULTURAL OFFERINGS OF THE UNITED STATES, THE PROJECT ITSELF IS OF LONG-STANDING AND IS INCLUDED IN THE REVISED COUNTRY PROGRAM DATED FEB 7, 1974, UNDER OBJECTIVE III (PROJECT #10).

9. POST WOULD APPRECIATE KNOWING SOONEST IF AGENCY CAN
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PROVIDE REQUESTED ASSISTANCE SO SPANISH PARTICIPANTS CAN BE ADVISED AS FAR IN ADVANCE AS POSSIBLE TO ASSURE AVAILABILITY.
RYLANCE

NOTE BY OC/T: PARA D AS RECEIVED. WILL BE SERVICED ON REQUEST

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: JOURNALISTS, VISITS
Control Number: n/a
Copy: SINGLE
Draft Date: 01 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974MADRID01344
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740375/aaaacrtd.tel
Line Count: 251
Locator: TEXT ON-LINE
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: smithrj
Review Comment: n/a
Review Content Flags:
Review Date: 13 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 JUN 2002 by elbezefj>; APPROVED <03 DEC 2002 by smithrj>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SPANISH CULTURAL JOURNALISTS TOUR OF ARTS IN AMERICA INSPIRED BY SUCCESS OF SPANISH JOURNALISTS TOUR OF U.S.
TAGS: SCUL, SP
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005